Creating a communication plan
Internal communication?

- Consequence of the rebranding project
- New working principle: Communicate clearly with all target audiences

BUT ...
Unsatisfactory assessment of internal communication

Source: Enquête concernant la qualité de vie et la motivation au travail : STATEC (2017)
Survey on internal communication

- Clarity of information
- Relevance of information
- Presentation of information
- Ease of access to information
- Access to information
- Transparency
- Speed of information sharing
- Possibility to give feedback

Bad  | 1 | 2 | 3 | 4 | Excellent
Internal communication tools

- Intranet
- Document database
- Newsletter
- Emails
- Company social media
- Videos
- Posters
- Information meetings
- Discussion groups
- Moments of meeting with colleagues

Importance vs. Satisfaction
Satisfaction with interpersonal communication

- Colleagues
- Heads of units
- HR
- Heads of divisions
- Top management

Scale:
- Totally non-existent
- Excellent

0 1 2 3 4
So what?

- Internal survey
- Focus group
- Exchange best practices
Internal communication strategies

- Develop the internal communication culture
- Ensure transparency, speed and ease of access
- Encourage multi-directional communication
- Multiply the vectors of internal communication
## Ready, set, go

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Implementing the plan
Townhall meeting
Creative coffee
Le dernier StatCor a eu lieu le 15 octobre 2019. Voici quelques sujets FLASH de cette réunion mensuelle :

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**FLASH News StatCor 15/10**
Adapting in times of crisis
Internal social media
Podcasts

STATPOD
Podcasts

NATIONAL - PODCAST VUM STATEC

Gidd gewuer wéi eng Meenungsëmfro ofleeft!

RTL | Update: 12:05:2020 09:32

STATPOD

© Screenshot Youtube

Wéi wiet de Statec d’Leit aus, fir bei enger Enquête matzemaachen? Wisou mécht ee Stéchprouwen a wat ass den Ëmmersech táscht Ëmfr an Erfassung?
Videos

Dat si wichteg Fröe fir deen Eenzelen, d’Betriber an d’Politik.
Lessons learned
Lessons learned

1) Create an internal communication plan
2) Get as many people on board as you can
3) A crisis reveals completely different needs
4) Resources: assign an internal comm. team or manager
5) Use feedback and adapt
6) Think outside of the box
Thank you for your attention!
Any questions?